

Module II – Channel Program Design

Excerpt

Marketing Support Structure

The Marketing Support Structure consists of resources provided by several functional areas within an organization and the channel partner (refer to Marketing Campaign Resource Checklist at the end of this module):

The marketing plan, which contains the schedule marketing campaigns for a specified period of time, is reviewed regularly with the channel partner. The frequency of review depends on the number of campaigns assigned quarterly and annually. The marketing plan should be treated as a standard project plan by the Channel Management Group with assigned responsibilities and delivery dates.

Rules of Engagement/Channel Conflict

Channel conflict exists when two or more channel partners or direct sales representatives target the same prospects. While channel conflict can never be eliminated, establishing rules of engagement will help lower the incidence of channel conflict. Rules of engagement can address channel conflict by outlining borders or parameters that will guide channel partners in their sales and

marketing efforts. These marketing and sales guidelines can be defined based on several criteria: